

**Gimbel Brothers**  
32<sup>nd</sup> ST. - BROADWAY - 33<sup>rd</sup> ST.

# Greenhut Stocks Now On Sale

## At GIMBELS (32<sup>nd</sup> 33<sup>rd</sup> & Broadway)

*Greenhuts ("The Big Store") Formerly The Siegel-Cooper Store (Sixth Ave., 18th to 19th Sts.) stopped business on March Ninth*

Tomorrow morning, April 1st, at 9 a. m. NEW TIME—(8 a. m. Old Time) the Greenhut Merchandise will be placed on sale. Gimbel Brothers bought it all. Some sent to the two other Gimbel Stores (a small portion resold to two stores in other cities).

## Sale on All Floors — Upstairs and Downstairs

### Goods for Every Need of Person and Home at Savings

The purchase of the Greenhut Stocks by Gimbel Brothers is, we believe, the biggest transaction of its kind on record.

It marks the final chapter of the one-time famous Sixth Avenue "Group of Stores," and, coming at a time when ECONOMY is the national watchword, presents one of the most fortunate money-saving opportunities in New York history.

The Greenhut Store (opened in 1896—22 years ago—as The Siegel-Cooper Store), familiarly known as The Big Store, decided to close their business rather than struggle against the problems of a dying neighborhood.

The Gimbel Organization, with its three big stores, was perfectly equipped to handle so gigantic a transaction and purchased the entire stocks.

### Added to Greenhut Stocks will be Gimbel Merchandise specially priced & specially bought

Most of the Greenhut stock is in staple, every-day needed merchandise. A goodly portion of the stocks correspond favorably with the good staple merchandise sold in all sections of the Gimbel Store.

A large amount is chiefly of the sturdier, less costly grades sold in the Gimbel Bargain Subway Stores, but some of the goods scattered through were not of Gimbel standard at all; THESE WE HAVE NOT PERMITTED TO ENTER OUR DOORS.

During the past year the Greenhut Company bought merchandise on a cash basis—the goods were owned, as a rule, considerably under today's values.

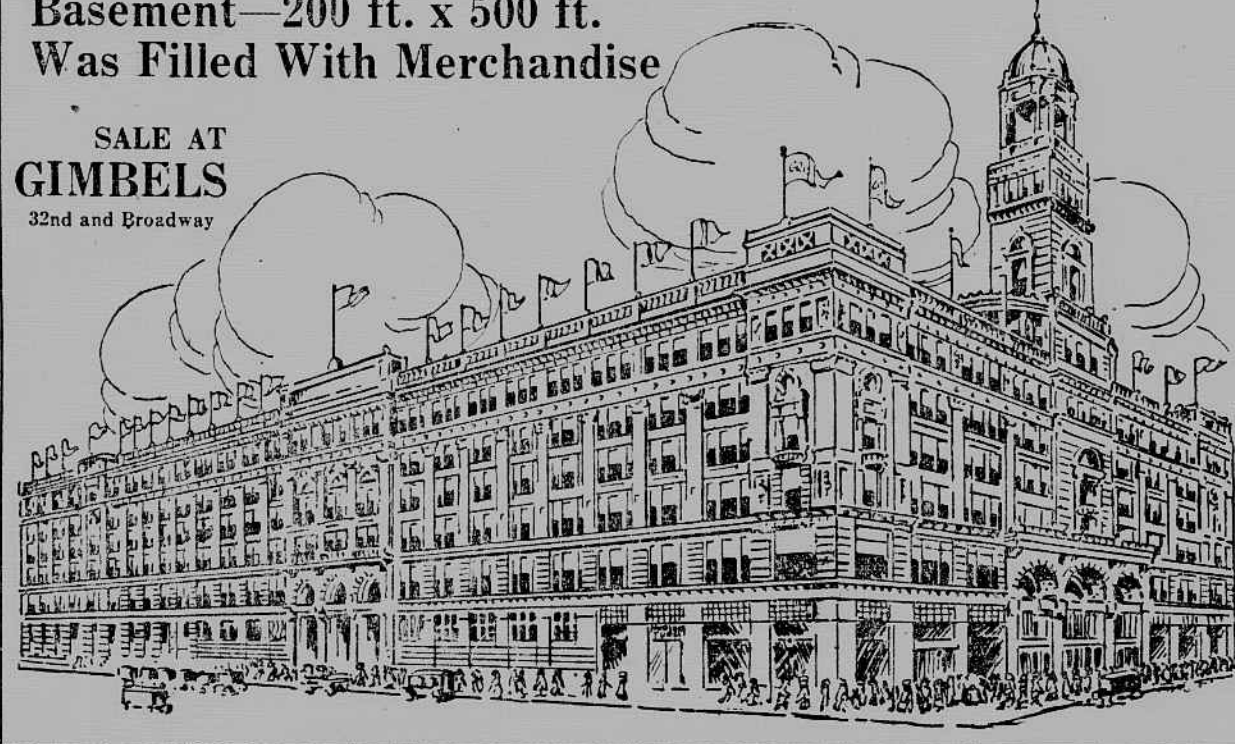
We have made a great saving from even the Greenhut costs in this tremendous purchase, so that many of the goods can be—and will be—sold at a mere fraction of today's prices, and everything at a worth-while saving.

Here and there the Greenhut assortments were broken and to fill the gaps and make the sale a practical success, we have added goods from other sources that meet the quality requirements of Gimbel stocks and that offer savings also which justify buying for present and future needs.

GIMBEL-GREENHUT PRICE TICKETS WILL BE FOUND ON ALL MERCHANDISE IN THE SALE—BOTH ON GREENHUT MERCHANDISE AND ON GIMBEL MERCHANDISE SPECIALLY PRICED. Everything in the sale will be sold at a reduction in price from what may be considered the normal value today.

"The Big Store"—6 Floors and Basement—200 ft. x 500 ft. Was Filled With Merchandise

SALE AT  
GIMBELS  
32nd and Broadway



The Big Sale will be held throughout the entire ten floors of the Gimbel Store—the Greenhut stocks were too enormous to confine the sale to any one section of the store, big as it is.

The list below is but a brief outline of the merchandise offered; there is hardly a human want or need, for person or home, but what is here—and at a saving.

Extraordinary preparations have been made to render efficient, intelligent and rapid service in every section of the store. Many of the former Greenhut employees have come to Gimbels.

Former Greenhut "CHARGE ACCOUNT" customers and others are invited to open charge accounts with Gimbel Brothers. Credit Office, Seventh Floor.

### Come Early Tomorrow Morning

*Thousands of Inquiries Already Received Indicate that Crowds Will Be Enormous*

The New National DAYLIGHT SAVING LAW goes into effect today. If you have not already done so, move your clock ahead one hour today. The Sale begins at 9 A. M. tomorrow, NEW TIME (8 o'clock by the old time).

You are urged to come early.

### NEW BROADWAY SUBWAY DIRECT to GIMBELS

From Brooklyn come by the New Subway and the Interborough by direct entrance.

New Broadway Subway passengers change at Union Square Station; Interborough passengers change at Fourteenth Street—one-half block to new Broadway Subway direct to Gimbels.

From Newark, Jersey City, Hoboken and adjoining towns, enter Gimbels directly from the Hudson Tubes.

Sixth Avenue "L" has direct entrance to Gimbels, and the surface cars of Broadway, Sixth Avenue, and Thirty-fourth Street are practically at the door, as are also the Fifth Avenue Buses.

Long Island and Pennsylvania trains at Gimbels back door. Grand Central passengers take Fifth Ave. (Penn. Sta.) Buses to Gimbels door.

Gimbels is now more than ever "the Most Accessible Store in New York."

## The Whole Store Will Fairly Bristle With Bargains

The following list is but an outline of the variety of merchandise offered in this enormous sale:

### Women's, Misses' and Children's Clothes

Millinery,	Waists,	Muslin Underwear,
Suits,	Separate Skirts,	Silk Underwear,
Coats,	Negligees,	Furs,
Dresses,	Wrappers,	Corsets,
Sweaters,	Various kinds of Infants' Wear.	

### Men's and Boys' Clothing and Furnishings

Suits and Overcoats,	Neckwear,	Boys' Hosiery,
Extra Trousers,	Shirts,	Gloves, Shoes,
Waistcoats,	Underwear,	Men's and Boys' Hats,
Raincoats,	Men's Socks,	Umbrellas, Canes.

### Everything for the Home

Furniture,	Draperies,	Pictures,
Beds and Bedding,	China,	Rugs and Carpets,
Upholstery Goods,	Glassware,	Linoleum,
Curtains,	Housefurnishings,	Sheets and Blankets,
Lamps,	Linens,	Sewing Machines,
Wall Papers,	Pianos, Piano-Players, Music Cabinets.	
Dress Forms,		

### Silks, Dress Goods, Linings

Silks by the yard,	Dress Trimmings,	Linings,
Wool Dress Goods,	Laces, Embroideries,	Notions, Buttons,
Cotton Dress Goods,	White Goods,	Art Needlework.

### Everything for Sports

Sporting Goods,	Photographic Supplies,	Motorcycles,
Golf Goods,	Automobile Supplies,	Auto Tires.

### Accessories, Shoes, Gloves, Etc.

Shoes,	Silverware and Jewelry—Artists' Materials.	Hosiery,
Gloves,	Rubbers,	Underwear,
Neckwear,	Toilet Goods,	Drugs,
Watches,	Leather Goods,	Trunks and Bags,
Ribbons,	Vailing,	Books,
Stationery,	Optical Goods,	Toys.
	Umbrellas,	

**UPSTAIRS** Better Grades of Greenhut Merchandise at Savings

**DOWNSTAIRS** Wonderful Bargains in Lower-Priced Greenhut Goods

GIMBEL BROTHERS—Sale Begins at 9 A. M., New Time, Tomorrow, (Monday,) April 1st.—GIMBEL BROTHERS